**To Travel or Not**

**Travel Motivators:**

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**Reasons why people travel**

Personal/relaxation and recreation – for fun/ relieve stress

Social and family – visit friends and relatives,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_– “once in a lifetime” type of trip ie. Olympics, religious pilgrimage, health treatment

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_– business purposes such as convention, meeting, trade show

Cultural – desire to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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\_\_\_\_\_\_\_\_\_\_\_\_\_ – desire for exhilaration, risk, challenge, exploration

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_– desire to enjoy nature and wildlife ie. Game reserves in Africa, national parks in Canada

**Travel Barriers**

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In choosing a destination, a traveler must overcome a number of obstacles. Some of the major obstacles include:

\_\_\_\_\_\_\_\_\_\_\_\_\_– We all have budgets. The cost of travel competes with other financial commitments, making *discretionary income* fluctuate. (ie. when fuel costs are low, travel increases).

Time – People have jobs, business, families, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – Poor health may keep people from traveling; might also make it difficult to obtain travel insurance.

\_\_\_\_\_\_\_\_\_\_\_\_– severe winter weather limits travel in those affected areas; rainy season limits travel in those affected areas

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – Parents with young children may limit travel because of the added cost and inconvenience, or they may avoid certain types of travel.

Lack of Interest – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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\_\_\_\_\_\_\_\_\_\_– Political conflicts or high crime rates in areas may deter people from traveling there.